Public Participation Tools

Public Participation Decision Tree

Is the project outcome open-ended? Will a change in desired outcome be accepted?

NO

Is community awareness of the project important?

NO

Internal

YES

Inform
One-way conversation

YES

Reacting

Consult
Two-way conversation

Does the community have feedback or sign-off?

Feedback

Collaborate
Two-way conversation

YES

Shaping

Co-Lead or Empower
Two-way conversation

Sign-off
<table>
<thead>
<tr>
<th>Type</th>
<th>Classification</th>
<th>Project Example</th>
<th>Level of Participation</th>
<th>Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Low impact, Small Geography</td>
<td>Street vacation</td>
<td>1 way – Inform</td>
<td>Nghd newsletter, nghd email blast, social media</td>
</tr>
<tr>
<td>II</td>
<td>Low impact, Large Geography</td>
<td>Citywide hydrant flushing schedule</td>
<td>1 way – Inform</td>
<td>E-blasts, website, social media</td>
</tr>
<tr>
<td>III</td>
<td>High impact, Small Geography</td>
<td>Downtown Design Guideline Expansion</td>
<td>2 way – Consult, Collaborate or Co-Lead</td>
<td>Neighborhood meeting, door-to-door canvassing</td>
</tr>
<tr>
<td>IV</td>
<td>High impact, Large Geography</td>
<td>Master Plan update</td>
<td>2 way – Consult, Collaborate or Co-Lead</td>
<td>Imagine Kalamazoo website, Town Hall meeting, focus groups</td>
</tr>
</tbody>
</table>

**Impact/Scale Grid**

- **I.** Low impact, Small Geography
- **II.** Low impact, Large Geography
- **III.** High impact, Small Geography
- **IV.** High impact, Large Geography

- **Small Geography**
- **Large Geography**

- **High Impact**
- **Low Impact**

- **Hi-touch**
- **Efficiency**

- **Two-way Conversation:** Consult, Collaborate, Co-Lead

- **One-way Conversation:** Inform (or internal only)
Stakeholder Inventory

Image from 6 principles of Stakeholder Engagement Article in Supply Chain Management Review publication